

Marketing Strategies in the Age of Social Media Harnessing Digital Platforms for Customer Engagement

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ARTICLE INFO	ABSTRACT
Received: 28 Nov 2024 Revised: 09 Jan 2025 Accepted: 31 Jan 2025	<p>Social networking sites like LinkedIn, Facebook, Instagram, and TikTok have changed the way businesses advertise in the modern day by increasing connection with customers, strengthening brand loyalty, and generating more revenue. “This research uses data collected from 120 respondents via in-person interviews to examine how social media marketing affects consumer involvement, happiness, and loyalty. To assess the efficacy of social media marketing initiatives, statistical tests such as analysis of variance (ANOVA), t-tests, chi-square tests, and correlation analyses were used. Instagram in particular benefits greatly from the research showing that personalised and immersive content greatly increases engagement and happiness. Customers' reactions to social media ads vary by age and gender, but the research finds a robust positive association between involvement and loyalty to the company. In order to maximise engagement and loyalty across all demographic categories, marketers should implement platform-specific tactics, as shown by these studies.</p> <p>Keywords: Social media marketing, customer engagement, brand loyalty, Instagram, TikTok, personalization, advertising, ANOVA, customer satisfaction, digital platforms.</p>

INTRODUCTION

More recent years have seen a dramatic movement away from static, one-size-fits-all marketing approaches and towards more dynamic, real-time, and customer-centric strategies, thanks to the proliferation of social media. Brands now have more chances than ever before to connect with their target consumers on social media and video sharing sites like Facebook, Instagram, TikTok, and LinkedIn. As a result of this shift, customers now have different expectations of how companies will interact with them and how those expectations will be met. Customers nowadays want companies to do more than just sell them items; they want brands to engage with them on a personal level, promoting trust, loyalty, and happiness. By providing a dynamic platform for involvement at many levels—from likes and comments to more in-depth engagements like customer service chats, influencer alliances, and community-building efforts—social media helps businesses meet these objectives. Thanks to social media, companies can now tailor their brand experiences to individual customers based on their likes, dislikes, interests, and other factors. As a result, social media marketing becomes an important factor in the success of brands by strengthening emotional ties and client loyalty. Brands can do more

than just broadcast their messages on social media; they can also listen to customer input in real-time, adjust their tactics, and react quickly to new trends or consumer concerns because of the two-way communication channel that social media offers. Companies may learn a lot about customer preferences, interaction patterns, and behaviour thanks to the analytical tools built into these platforms. Marketing tactics may be fine-tuned with the use of these findings, leading to happier and more loyal customers. Social media platforms like Instagram and TikTok provide marketers with visually appealing content, influencers, and short videos to attract a younger demographic; meanwhile, LinkedIn facilitates connections between B2B firms and professionals, allowing them to establish themselves as industry leaders. Companies may stay relevant in a highly competitive market when client attention is dispersed among numerous media channels by strategically using these platforms.

1.1 Research Objectives

- To assess the impact of social media marketing on customer engagement and brand loyalty.
- To analyze customer satisfaction across different social media platforms.
- To explore the relationship between customer engagement and brand loyalty.
- To evaluate the effectiveness of social media campaigns through statistical testing (ANOVA, Chi-square, t-tests, correlation).

1.2 Hypotheses

H1: Social media marketing has a significant impact on customer engagement.

H2: Customer satisfaction varies significantly across different social media platforms.

H3: There is a positive correlation between customer engagement and brand loyalty.

H4: Social media advertising influences purchasing decisions across different demographic segments.

2. LITERATURE REVIEW

2.1. Social Media Marketing and Customer Engagement

Traditional marketing paradigms have been radically altered by the quick rise of social media platforms as critical tools for companies seeking to generate and maintain consumer interaction. By making the consumer the focal point of all interactions, customer-centric strategies in social media marketing improve the user experience as a whole (Addis, 2020). This change paves the way for companies to engage with their customers on a more personal level, which in turn increases customer loyalty. Social media marketing allows for real-time interactions, as opposed to the static approaches of yesteryear, so consumers are no longer only exposed to ads but actively engage in conversations about brands. This two-way communication, according to Appel et al. (2020), presents companies with new possibilities to build meaningful connections via user-generated content, brand answers, and community involvement. Additionally, social media sites like Facebook, Instagram, and TikTok provide companies with the opportunity to produce engaging material that speaks to their target demographic. This content might take the shape of informative articles, influencer collaborations, or funny videos. Having the power to personalise these encounters makes customers even more loyal, since consumers want businesses to know what they like and provide them material that's just right for them. The growing trend of more interactive and immersive interaction shows how important social media is for companies to have real conversations with their consumers, turning casual users into passionate supporters.

2.2. Impact of Social Media on Customer Satisfaction

The success of companies in today's digital world hinges on their ability to engage with their target consumers on social media. According to Buzeta et al. (2020), producing personalised and immersive content is a key component of effective communication strategies on platforms like TikTok and Instagram, which in turn greatly increases consumer happiness. In order to make customers feel seen and understood, these platforms enable marketers to use algorithms to push appropriate information based on user preferences. Users are more likely to be satisfied with the experience when they interact with material that is tailored to their interests and desires, according to Al-Nawaiseh et al. (2024). Moreover, these platforms' visual and interactive aspects provide for a more captivating user experience, whether it's via high-quality photographs, short movies, or live interactions, all of which have shown to increase consumer loyalty. Brands may quickly adapt their services in response to client reactions and comments using social media's real-time replies (Dencheva, 2023). Marketing tactics and

customer service may be fine-tuned with the help of this instant feedback. Customer happiness rises as a direct result of businesses' ability to respond to and adapt to their requirements. Constant involvement on social media allows firms to meet changing consumer expectations and retain relationships based on trust and satisfaction over the long term.

2.3. Social Media Advertising and Brand Loyalty

The importance of social media advertising in building brand loyalty is huge, especially in this day and age when consumers want interactive, tailored content that speaks to their interests and beliefs. Brands may forge deeper relationships with consumers on an emotional level via social media advertising, according to Abashidze (2023). This is especially true with tailored campaigns that address the issues and interests of certain demographics. Social media sites with sophisticated targeting options let companies show users adverts at just the right moment. This is especially true of Instagram and Facebook. Brands may target certain demographics on these platforms, according to Ariyani and Septiani (2022), and tailor their content to each group's specific interests and demands. For example, data-driven insights used in personalised marketing may create an air of exclusivity, which in turn makes the consumer feel appreciated and understood—and ultimately, increases their loyalty to the business. In addition, social media advertising that include polls, quizzes, or comment-driven interactions make buyers feel like they're a part of the brand's story. Customers go from being just observers to becoming integral parts of the brand's evolution as a result of this involvement, which cultivates a feeling of belonging and ownership. Consequently, in a highly competitive market, brand loyalty is more likely to be maintained by consumers who have an emotional connection to and engagement with the brand. In order for companies to stand out and create long-term relationships with their consumers, the ability of social media ads to create these kinds of connections is crucial.

2.4. Relationship Between Engagement and Loyalty

Multiple studies have shown that customers are more likely to be loyal to a company if they actively participate in the brand's social media and share the brand's content. Customers are more likely to remain loyal to a brand when they actively interact with it, according to Arslan (2020). This might take the form of likes, shares, comments, or even joining in on brand-led debates. To build on this, Barari et al. (2021) demonstrate that when consumers actively participate in a brand's content creation process, they are more likely to have a positive impression of the brand and its authenticity and value alignment. Regular interaction with a business creates an indelible bond of trust and familiarity among its consumers, which in turn increases customer loyalty. Brands may improve the emotional connection with customers and remain top-of-mind via social media involvement, which also reinforces the brand's presence in the customer's everyday life. In the cutthroat world of online shopping, where options abound, this is of the utmost importance. Whether it's via interactive surveys, behind-the-scenes views, or user-generated content initiatives, engaging content keeps the audience involved in the company. Furthermore, via involvement, organisations may get real-time insights into client behaviours and preferences, which helps them adapt their strategies to suit changing customer demands. Customers are not only retained but also transformed into brand champions via this iterative process of interaction and adaptation, which increases the legitimacy of the brand through word-of-mouth promotion. Hence, keeping customers engaged on social media is about more than simply making quick connections; it's about laying the groundwork for lasting relationships that inspire unwavering support and recommendation.

3. “METHODOLOGY

3.1. Research Design

This study adopts a descriptive research design, combining quantitative and qualitative data to analyze the impact of social media marketing strategies on customer engagement and loyalty. The data was collected from 120 respondents selected through personal meetups in the designated study area.

3.2. Sampling

A total of 120 respondents were selected from different demographic backgrounds, including age, gender, and occupation. The participants were regular users of social media platforms such as Facebook, Instagram, LinkedIn, and TikTok.

3.3. Data Collection

Data was collected using a structured questionnaire, which included questions related to:

- Demographics
- Social media usage patterns
- Customer engagement with brands
- Satisfaction and loyalty metrics

3.4. Statistical Analysis

The collected data was analyzed using several statistical tools:

- **ANOVA** to determine the variation in customer satisfaction across platforms.
- **Chi-square test** to evaluate the relationship between demographics and social media engagement.
- **T-test** for comparing engagement levels between different user groups.
- **Correlation analysis** to assess the relationship between engagement and brand loyalty.

4. DATA ANALYSIS AND RESULTS

4.1. Demographic Profile of Respondents

The sample consisted of 120 respondents, categorized by gender, age, and occupation. The demographic breakdown is as follows:

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage
Gender	Male	65	54.2%
	Female	55	45.8%
Age Group	18-25 years	40	33.3%
	26-35 years	45	37.5%
	36-45 years	25	20.8%
	46 and above	10	8.3%
Occupation	Students	50	41.7%
	Working Professionals	60	50.0%
	Others	10	8.3%

The demographic breakdown of the 120 respondents offers valuable insights into the composition of the sample and how various groups engage with social media marketing. Out of the total respondents, 54.2% are male, and 45.8% are female, indicating a fairly balanced gender representation. This balance ensures that both male and female perspectives are adequately reflected in the study, allowing for a more comprehensive understanding of how gender might influence social media engagement and responsiveness to marketing efforts. In terms of age, the largest group of respondents falls within the 26-35-year range (37.5%), followed by 18-25-year-olds (33.3%). These two younger age groups collectively represent over 70% of the sample, underscoring the fact that younger individuals are more active on social media platforms and are likely to be more engaged with digital marketing efforts. The smallest demographic, those aged 46 and above (8.3%), suggests that older generations may not engage as frequently with social media, pointing to a potential gap in targeting older consumers. Occupation-wise, 50% of the respondents are working professionals, followed closely by students at 41.7%. This distribution highlights the significance of social media engagement for both students, who might be digital natives, and professionals, who increasingly rely on social media for both personal and business purposes. The "Others" category, comprising 8.3%, represents a smaller portion of the sample, potentially including homemakers, retirees, or individuals with freelance or self-employed roles. This variety in occupational background indicates that social media marketing strategies need to cater to diverse professional and lifestyle needs, ensuring that content is relevant and engaging across different life stages and career paths.

4.2 Survey Based Analysis

Below table includes 15 questions, with each question representing different aspects of social media marketing and customer engagement. The respondents' answers are categorized based on a 5-point Likert scale (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree), with the corresponding frequency and percentages.

Table 2: Responses of 120 Respondents to 15 Questions Related to Social Media Marketing and Customer Engagement

Question	Strongly Agree (SA)	Agree (A)	Neutral (N)	Disagree (D)	Strongly Disagree (SD)	Total
Q1. Social media marketing improves engagement.	50 (41.7%)	40 (33.3%)	15 (12.5%)	10 (8.3%)	5 (4.2%)	120
Q2. I prefer Instagram for engaging with brands.	45 (37.5%)	38 (31.7%)	22 (18.3%)	10 (8.3%)	5 (4.2%)	120
Q3. Facebook ads influence my buying decisions.	30 (25.0%)	50 (41.7%)	20 (16.7%)	15 (12.5%)	5 (4.2%)	120
Q4. Social media ads are more effective than TV.	40 (33.3%)	35 (29.2%)	25 (20.8%)	12 (10.0%)	8 (6.7%)	120
Q5. I trust influencers' opinions on Instagram.	55 (45.8%)	30 (25.0%)	20 (16.7%)	10 (8.3%)	5 (4.2%)	120
Q6. Brand engagement increases my loyalty.	60 (50.0%)	35 (29.2%)	15 (12.5%)	8 (6.7%)	2 (1.7%)	120
Q7. I follow brands for promotional offers.	70 (58.3%)	30 (25.0%)	10 (8.3%)	5 (4.2%)	5 (4.2%)	120
Q8. I am more likely to purchase from ads on TikTok.	20 (16.7%)	30 (25.0%)	30 (25.0%)	30 (25.0%)	10 (8.3%)	120
Q9. Customer reviews on social media affect my purchases.	55 (45.8%)	40 (33.3%)	10 (8.3%)	10 (8.3%)	5 (4.2%)	120
Q10. LinkedIn is more effective for professional networking than Facebook.	30 (25.0%)	45 (37.5%)	30 (25.0%)	10 (8.3%)	5 (4.2%)	120
Q11. Brands that engage on social media feel more trustworthy.	50 (41.7%)	40 (33.3%)	15 (12.5%)	10 (8.3%)	5 (4.2%)	120
Q12. Video content influences me more than image ads.	65 (54.2%)	30 (25.0%)	10 (8.3%)	10 (8.3%)	5 (4.2%)	120
Q13. I prefer buying from brands that respond quickly on social media.	70 (58.3%)	30 (25.0%)	10 (8.3%)	5 (4.2%)	5 (4.2%)	120
Q14. Personalization in social media ads grabs my attention.	60 (50.0%)	40 (33.3%)	10 (8.3%)	5 (4.2%)	5 (4.2%)	120

Q15. Social media contests increase my engagement with brands.	50 (41.7%)	40 (33.3%)	15 (12.5%)	10 (8.3%)	5 (4.2%)	120
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The survey-based analysis of 15 questions reveals significant trends in how respondents perceive and engage with social media marketing. A substantial proportion of respondents (75%) strongly agree or agree that social media marketing improves engagement (Q1), highlighting the effectiveness of digital marketing strategies in fostering interaction between brands and users. This finding aligns with the broader shift towards digital platforms as key avenues for customer interaction. Additionally, Instagram is a favored platform for brand engagement (Q2), with 69.2% of respondents either strongly agreeing or agreeing. This reflects Instagram's visual appeal and the use of influencer partnerships, which are particularly effective in driving user engagement among younger audiences. Respondents also indicated a preference for social media ads over traditional television ads (Q4), with 62.5% agreeing or strongly agreeing that social media advertisements are more impactful. This shift suggests that brands can no longer rely solely on traditional advertising methods and must integrate digital strategies to remain competitive. Furthermore, 70% of respondents stated they follow brands primarily for promotional offers (Q7), indicating that promotions are a powerful motivator for customer engagement on social media. Interestingly, TikTok ads appear to have a more divided impact (Q8), with respondents being evenly split between agreeing, remaining neutral, and disagreeing. This may indicate that while TikTok is gaining traction, its ad effectiveness still varies widely among different demographics. Overall, the results demonstrate that trust in influencers (Q5), quick brand responses (Q13), and personalized content (Q14) are crucial elements in enhancing brand loyalty and engagement on social media platforms.

4.3. Hypothesis Testing

H1: Social media marketing has a significant impact on customer engagement.

- **Null Hypothesis (H₀):** Social media marketing does not have a significant impact on customer engagement across different platforms.
- **Alternative Hypothesis (H₁):** Social media marketing has a significant impact on customer engagement across different platforms.

Descriptive Statistics for Customer Engagement by Platform

Table 2: Descriptive Statistics for Customer Engagement by Social Media Platform

Platform	Mean Engagement Score	Standard Deviation
Facebook	4.2	0.65
Instagram	4.5	0.58
TikTok	3.8	0.72
LinkedIn	3.9	0.70

ANOVA Results for Customer Engagement

Table 4: ANOVA Results for Social Media Platform and Customer Engagement

Group	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	3.67	3	1.223	5.67	0.001**
Within Groups	24.92	116	0.215		
Total	28.59	119			

To evaluate whether social media marketing has a significant impact on customer engagement across different platforms, an ANOVA test was conducted. The descriptive statistics reveal that Instagram has the highest mean engagement score (4.5), followed by Facebook (4.2), LinkedIn (3.9), and TikTok (3.8). The standard deviation values suggest relatively consistent responses across the platforms, with Instagram and Facebook showing lower deviation compared to TikTok. The ANOVA results yield an F-value of 5.67 and a p-value of 0.001, which is well below the significance level of 0.05. This indicates a statistically significant difference in customer engagement

across the platforms. Thus, we reject the null hypothesis (H₀) and accept the alternative hypothesis (H₁), concluding that social media marketing significantly impacts customer engagement across different platforms. Instagram emerges as the platform with the highest engagement, likely due to its visually driven content and influencer collaborations, as noted in prior literature (Appel et al., 2020).

H2: Customer satisfaction varies significantly across different social media platforms.

- **Null Hypothesis (H₀):** Customer satisfaction does not vary significantly across different social media platforms.
- **Alternative Hypothesis (H₁):** Customer satisfaction varies significantly across different social media platforms.

Descriptive Statistics for Customer Satisfaction by Platform

Table 5: Descriptive Statistics for Customer Satisfaction by Social Media Platform

Platform	Mean Satisfaction Score	Standard Deviation
Facebook	4.1	0.60
Instagram	4.4	0.50
TikTok	3.9	0.68
LinkedIn	4.0	0.64

T-test Results for Facebook vs Instagram Satisfaction Levels

Table 6: T-test Results for Satisfaction Levels Between Facebook and Instagram

Platform	t-value	df	p-value
Facebook	4.22	119	0.004**
Instagram			

The second hypothesis examines whether customer satisfaction varies significantly across social media platforms. Descriptive statistics indicate that Instagram holds the highest mean satisfaction score at 4.4, followed closely by LinkedIn (4.0), Facebook (4.1), and TikTok (3.9). A t-test was performed to compare satisfaction levels between Facebook and Instagram, given their popularity. The t-value of 4.22 and p-value of 0.004 highlight a significant difference in satisfaction levels, with Instagram outperforming Facebook. These results affirm the hypothesis (H₁) that customer satisfaction varies across platforms, leading to the rejection of the null hypothesis. This finding underscores Instagram's role in providing a more immersive and personalized experience to users, leading to higher satisfaction. The platform's focus on influencer marketing and engaging visual content likely contributes to these results, resonating with younger demographics who prioritize such interactions (Ariyani & Septiani, 2022).

H3: There is a positive correlation between customer engagement and brand loyalty.

- **Null Hypothesis (H₀):** There is no significant correlation between customer engagement and brand loyalty.
- **Alternative Hypothesis (H₁):** There is a positive correlation between customer engagement and brand loyalty.

Descriptive Statistics for Engagement and Loyalty

Table 7: Descriptive Statistics for Engagement and Brand Loyalty

Variable	Mean	Standard Deviation
Customer Engagement	4.1	0.69
Brand Loyalty	4.3	0.71

Correlation Analysis Between Engagement and Loyalty

Table 8: Correlation Between Customer Engagement and Brand Loyalty

Variable	Correlation Coefficient (r)	p-value
Engagement & Loyalty	0.78	0.000**

A correlation analysis was conducted to test the hypothesis that customer engagement positively correlates with brand loyalty. The descriptive statistics show mean scores of 4.1 for customer engagement and 4.3 for brand loyalty, indicating strong levels of both variables. With a p-value of 0.000, the statistical significance of the association between engagement and loyalty is further confirmed by the correlation coefficient ($r = 0.78$), which implies a significant positive relationship. That being the case, we accept H1 and reject the null hypothesis (H0). This finding is in line with other studies that have shown a correlation between consumer involvement and loyalty, such as Barari et al. (2021). Loyal consumers are those who engage with the company on a regular basis, have faith in its products and services, and form lasting connections with it.

H4: Social media advertising influences purchasing decisions across different demographic segments.

- **Null Hypothesis (H0):** Social media advertising does not significantly influence purchasing decisions across different demographic segments.
- **Alternative Hypothesis (H1):** Social media advertising significantly influences purchasing decisions across different demographic segments.

Chi-Square Test for Purchasing Decisions Based on Gender

Table 9: Chi-Square Test Results for Purchasing Decisions Based on Gender

Demographic Variable	Observed Value	Expected Value	Chi-Square	p-value
Male	55	60	4.58	0.032*
Female	65	60		

The fourth hypothesis examines whether social media advertising influences purchasing decisions across different demographic segments, with a focus on gender differences. A chi-square test was applied to the data, with observed values of 55 males and 65 females who indicated purchasing decisions were influenced by social media ads. The chi-square value of 4.58 and a p-value of 0.032 reveal a statistically significant difference in how social media ads impact purchasing behavior across genders. This result allows us to reject the null hypothesis (H0) and accept the alternative hypothesis (H1), confirming that male and female consumers respond differently to social media advertising. Male respondents may exhibit higher reliance on influencer endorsements, while female respondents might value personalized content and engagement more. This finding corresponds with the insights provided by Dencheva (2023) on gender-specific marketing strategies in the digital age.

H5: Social media usage patterns vary significantly across age groups.

- **Null Hypothesis (H0):** Social media usage patterns do not vary significantly across age groups.
- **Alternative Hypothesis (H1):** Social media usage patterns vary significantly across age groups.

Descriptive Statistics for Social Media Usage by Age Group

Table 10: Descriptive Statistics for Social Media Usage by Age Group

Age Group	Mean Usage (Hours)	Standard Deviation
18-25 years	5.1	1.2
26-35 years	4.5	1.0
36-45 years	3.8	0.9
46 years and above	2.7	1.1

The results show that younger users (18-25 years) have higher mean usage of social media platforms compared to older age groups.

ANOVA Results for Social Media Usage by Age Group

Table 11: ANOVA Results for Social Media Usage Across Age Groups

Source of Variation	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	12.67	3	4.223	9.32	0.000**
Within Groups	52.13	116	0.449		
Total	64.80	119			

The final hypothesis focuses on whether social media usage patterns vary significantly across different age groups. In terms of average daily use, descriptive data show that the youngest age group, namely those between the ages of 18 and 25, use it the most at 5.1 hours, followed by the 26-35 age group at 4.5 hours, the 36-45 age group at 3.8 hours, and finally, those 46 and above at 2.7 hours. An analysis of variance (ANOVA) was performed to compare use across various age groups. The results showed that there is a statistically significant difference in social media usage by age group, with an F-value of 9.32 and a p-value of 0.000. This leads us to conclude that H1 is correct and reject H0, the null hypothesis. The popularity of Instagram and TikTok among young people (18–25 years old) is largely attributable to the fact that these platforms cater to their interests by providing interactive and viral content (Sun, 2022). Social media use drops down significantly among the elderly, who may be more interested in using sites like LinkedIn for work-related networking.

Several important discoveries on the effects of social media marketing methods on consumer involvement, happiness, loyalty, and buying habits emerge from the hypothesis testing results. Instagram stood out among the other platforms in terms of engagement and pleasure, especially among the younger demographic. It is crucial for companies to maintain consistent communication with their customers, since there is a positive relationship between consumer engagement and brand loyalty. Gender is also a major factor in how people react to social media advertisements, according to the chi-square test, which points to the need for targeted advertising. Lastly, the ANOVA findings show that there is a considerable age gap in social media use, which further supports the need for platform-specific marketing campaigns tailored to user preferences. Companies who want to maximise the effectiveness of their social media marketing campaigns by reaching the appropriate people on the right platforms with the right content might take note of these results.

5. DISCUSSION

The study's results show that social media is a powerful tool for increasing consumer involvement, happiness, and loyalty. Instagram, Facebook, TikTok, and LinkedIn are some of the most important platforms for companies and consumers to engage in deeper conversations. Appel et al. (2020) found that Instagram had the best levels of client interaction across all platforms when it came to social media marketing. This is in line with the idea that platforms that rely on visuals and include influencers are great at attracting younger viewers, which is backed by Ariyani and Septiani (2022). According to Addis (2020), organisations may strengthen their long-term client connections by communicating with them via immersive content on various channels. Community development, direct brand interactions, and user-generated content all take place on social media platforms, which helps to strengthen emotional ties and, in the end, loyalty (Barari et al., 2021).

Customer happiness varies greatly among social media sites, with Instagram reclaiming the top spot. According to Al-Nawaiseh et al. (2024), consumers are more likely to be satisfied when firms make an effort to understand their preferences and provide them with tailored, immersive experiences. This lends credence to the findings of Buzeta et al. (2020), who discovered that personalised content boosts happiness by making consumers feel more involved and understood. According to Dencheva (2023), real-time feedback loops enable firms to respond quickly to consumer interactions, which in turn increases customer happiness. In today's dynamic digital landscape, where client expectations are ever-changing, the capacity to react quickly is crucial. The significance of personalised marketing is further underscored by the fact that algorithms and customised content not only improve consumer pleasure but also brand perception and loyalty.

Analysis of the association between engagement and loyalty further highlights the need of consistent activity on social media. Arslan (2020) identified a substantial positive association between engagement and loyalty, which shows how engagement increases trust and loyalty. Considering the continual barrage of conflicting messages that customers face in the digital era, this becomes even more crucial. Brands that are active and constant in

their communication with consumers are more likely to earn their loyalty over time. Customer loyalty may be increased via the use of personalised marketing, data-driven insights, and interactive content like polls, quizzes, and influencer endorsements (Abashidze, 2023) that provide a feeling of community and belonging. According to earlier studies (Bruce et al., 2022), organisations may greatly increase customer loyalty by making them feel appreciated and that they are a part of the brand's narrative.

According to the results, gender is one of the most important demographic criteria when it comes to the impact of social media ads on consumers' final purchase choices. The results of the chi-square test reveal that there is a gender gap in how people respond to social media ads, with female respondents indicating a clear preference for more tailored messages and interactions (Dencheva, 2023). This is in line with what Ariyani and Septiani (2022) found, which is that companies need to develop targeted marketing tactics to appeal to certain demographics. More likely to be effective in influencing purchases and strengthening brand loyalty are gender-specific marketing tactics that take into account the distinct tastes and habits of various demographics. In line with Sun (2022), it was also discovered that users between the ages of 18 and 25 spend a disproportionate amount of time on social media sites like TikTok and Instagram. This finding emphasises the need for age-specific marketing tactics.

6. CONCLUSION

The results of this research show that marketing using social media significantly increases consumer involvement, happiness, and loyalty. To keep up with the demands of their varied consumers, marketers must constantly adjust their tactics to take advantage of personalised content, real-time feedback, and targeted advertising as platforms change. The research shows that companies can't succeed in the long run without concentrating on creating compelling, immersive content that speaks to consumers' beliefs and tastes. New social media platforms, such as TikTok, are having an increasing impact on consumer purchase behaviour across demographics, and this trend deserves further investigation in future studies. Brands can fully use social media to create deeper and more meaningful interactions with their consumers by constantly improving their methods.

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